

Table 11a

**Strategic importance of being first to market with new products, by selected company characteristics and innovation status: 2001**

(Frequency)

Characteristic	Total	Importance			Nonresponse
		No or little	Moderate	Great	
All companies.....	72,400	24,500	25,300	22,200	400
IT.....	9,700	1,700	3,600	4,300	S
Manufacturing.....	3,000	500	1,000	1,500	S
Communication.....	1,600	200	700	700	S
Computer related services.....	5,100	1,000	1,900	2,100	S
Non-IT.....	62,700	22,800	21,700	17,900	S
Manufacturing.....	39,300	12,900	13,000	13,300	0
Transportation & public utilities.....	8,500	4,400	3,000	1,000	S
Finance, insurance & real estate.....	11,900	4,200	4,600	3,100	S
Engineering & AAB services.....	2,900	1,300	1,200	500	S
By revenue size					
\$2.5M to \$4.9M.....	26,500	9,400	8,900	8,100	S
\$5M to \$9.9M.....	17,800	6,300	7,100	4,200	S
\$10M to \$24.9M.....	16,100	5,800	4,700	5,500	S
\$25M to \$50M.....	6,000	1,500	2,200	2,200	S
Above \$50M.....	5,900	1,400	2,400	2,100	S
Innovators <sup>1</sup> .....	34,400	8,300	12,600	13,300	S
IT.....	7,000	1,000	2,600	3,300	S
Manufacturing.....	1,500	S	500	900	S
Communication.....	1,200	S	500	600	S
Computer related services.....	4,300	800	1,600	1,800	S
Non-IT.....	27,400	7,200	10,000	9,900	S
Manufacturing.....	15,300	3,600	4,800	6,900	0
Transportation & public utilities.....	3,700	1,400	1,500	700	S
Finance, insurance & real estate.....	6,900	1,700	3,100	2,000	S
Engineering & AAB services.....	1,500	500	700	300	S
By revenue size					
\$2.5M to \$4.9M.....	11,400	2,600	4,400	4,300	S
\$5M to \$9.9M.....	8,100	2,400	3,100	2,600	S
\$10M to \$24.9M.....	7,700	1,900	2,400	3,400	S
\$25M to \$50M.....	3,500	S	1,200	1,500	S
Above \$50M.....	3,700	S	1,500	1,500	S
Noninnovators <sup>1</sup> .....	37,000	15,900	12,400	8,700	S
IT.....	2,600	700	1,000	1,000	S
Manufacturing.....	1,500	400	500	600	S
Communication.....	400	S	200	100	S
Computer related services.....	800	S	300	S	0
Non-IT.....	34,300	15,200	11,400	7,700	S
Manufacturing.....	23,500	9,100	8,100	6,300	0
Transportation & public utilities.....	4,600	2,900	1,400	S	0
Finance, insurance & real estate.....	4,800	2,400	1,400	1,000	0
Engineering & AAB services.....	1,400	700	500	S	S
By revenue size					
\$2.5M to \$4.9M.....	14,400	6,600	4,200	3,600	S
\$5M to \$9.9M.....	9,500	3,800	4,000	1,700	S
\$10M to \$24.9M.....	8,400	3,900	2,300	2,100	0
\$25M to \$50M.....	2,500	S	S	S	S
Above \$50M.....	2,200	S	S	S	0

<sup>1</sup> Breakdowns by innovation exclude 32 cases, representing 1,100 companies, in which innovator status could not be determined. To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

**KEY:** IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses

**NOTES:** Responses are to question 4a: "On a scale of 1 to 10, where 1 is not at all important and 10 is extremely important, how important is being first to market with new products for your company's long term business strategy?" The category "No or little importance" represents a response of 1, 2, or 3 to this question. The category "Moderate importance" represents a response of 4, 5, 6, or 7 to this question. The category "Great importance" represents a response of 8, 9, or 10 to this question. Total nonresponse consists of item nonresponse and don't know responses.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3695, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

**SOURCE:** National Science Foundation, 2001 Information Technology Innovation Survey.